

Subject: Re: Meeting re Shared Parking Issue for SMB theaters -- follow up thoughts

From: Dan Halden <daniel.halden@lacity.org>

Date: 04/21/2016 08:23 PM

To: Dwayne Gathers <dgathers@gathersstrategies.com>

CC: Oscar Arslanian <oscar@discoverhollywood.com>, Media District <lisa@mediadistrict.org>

Thanks, Dwayne. I will work on the letter.



Dan Halden

Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
1722 Sunset Boulevard, Los Angeles, CA 90026
(213) 207-3015 | www.cd13.com

Find the Councilmember on:    

On Thu, Apr 21, 2016 at 3:11 PM, Dwayne Gathers <dgathers@gathersstrategies.com> wrote:

Dan and Oscar:

Thanks again for yesterday. I think we made “some” progress with regard to the idea of shared parking and Television Center.

But, as you could see, it wasn’t “this sounds great, how we can help” type response. It was “we’re conservative and have obligations to our tenants first....”

This is totally understood, but I also think Ana was focused on the day time needs. AND, I went out to Pasadena and back and got back around early afternoon – MID-DAY – and drove the entire garage. There were BARELY 11 cars parked above Level 4. There was ONE car at level 6 on the roof. Level 5 had about 4 or 5 cars. Almost all the cars were either exterior or on Levels 2 or 3.

So, there is NO WAY that they wouldn't be able to afford up to 100 spots on Thursday to Sunday evenings. I do understand, and can appreciate, the issue of cost and what it costs them in terms of security, etc, but there is NO onsite security at the garage anyway. Its all monitored through cameras and by the security person at the Cahuenga Avenue access gate.

It seems to be me the Council Office developing a letter and highlighting the community benefit/need and overall economic development importance of the topic of shared parking solutions should be paramount. AND, this may be beyond this discussion here, but if the garage is making NO money at night because all the Golds parkers get 3 hour validation, why would it be a problem them to not offer the theaters the same options (perhaps 4 hour validation) and/or maybe there's some tax benefit that can be offered to the garage owners if they offered discounted rates.

It would be helpful if the BID can gather data to include:

- How many theaters are we talking about;
- How many seats are we talking about;
- How many nights of activity are there overall

We will have to present some relevant data that Ana can take to her owners to present this idea and advocate for us.

Finally, one of our Econ Dev Comm attendees the other day also pointed out a lot owned by some agency of city government that is nearby. This may represent another option if TV Center takes too long in getting back to us.

But, to say the least, if the main parking structure has 2 + levels pretty much

empty in the middle of the day on a Thursday, then I would suspect there's not a lot of there there on the evenings we're requesting.

Thanks

Dwayne

From: Daniel Halden [mailto:daniel.halden@lacity.org]
Sent: Friday, April 08, 2016 10:29 AM
To: Dwayne Gathers
Cc: Oscar Arslanian; Media District
Subject: Re: Meeting re Shared Parking Issue for SMB theaters-- Monday 11 April

See you then

Dan Halden

Hollywood Field Deputy

Councilmember Mitch O'Farrell

City of Los Angeles, 13th District

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Sent from my iPhone

On Apr 8, 2016, at 10:10 AM, Dwayne Gathers
<dgathers@gathersstrategies.com> wrote:

Confirming Monday at 1 pm.

Have a good weekend.

Dwayne

From: Daniel Halden [<mailto:daniel.halden@lacity.org>]
Sent: Tuesday, April 05, 2016 10:11 PM
To: Dwayne Gathers
Cc: Oscar Arslanian; Media District
Subject: Re: Meeting re Shared Parking Issue for SMB theaters-- Monday 11 April

Can we do Mon 4/11 at 1pm? I'm pretty packed the rest of the day.

Dan Halden

Hollywood Field Deputy

Councilmember Mitch O'Farrell

City of Los Angeles, 13th District

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Sent from my iPhone

On Apr 5, 2016, at 6:27 PM, Dwayne Gathers
<dgathers@gathersstrategies.com> wrote:

If you all wish to meet here you are welcome to do so. While I have no phone system that works, I do have seating and some bottles of water I can offer.

If that works for you, please let me know your preferred time. I'm flexible on the 11th.

I'm at 6311 Romaine Street, Suite 7231.

Regards,

Dwayne

From: Dan Halden [<mailto:daniel.halden@lacity.org>]

Sent: Thursday, March 31, 2016 9:10 AM

To: Gathers Strategies

Cc: Oscar Arslanian

Subject: Re: Hollywood Econ Dev Thank You!

That's fine. Let's consider 4/11 as "Step A." Lisa is available to attend.



Dan Halden

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On Wed, Mar 30, 2016 at 12:04 PM, Gathers Strategies
<dgathers@gathersstrategies.com> wrote:

I think step A is a meeting between ourselves to formulate the challenge, who's affected, come up with proposed solutions, determine who needs to be involved and who does this issue impact and come up with the "ask" that we wish to put forth to TV Center.

Step B would be to meet with Ana Ramirez to present info and the ask and determine what the best process might be. While TV Center is owned by folks in Chicago, parking structure is managed by a third party operator. Either way, we will need and want owner buy-in.

Step C will be following up with the garage operator -- based on a go ahead from the owners -- to navigate the legal/ regulatory/contractual matters.

Sorry for delays -- and still between downtown and Hollywood and unpacking and taking my car in for a look before I head to the desert tomorrow

DG

Sent from my iPhone

On Mar 30, 2016, at 11:51 AM, Dan Halden

<daniel.halden@lacity.org> wrote:

I think that's good. Dwayne?



Dan Halden

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On Wed, Mar 30, 2016 at 11:51 AM, Oscar Arslanian <oscar@discoverhollywood.com> wrote:

I can put the meeting together with Ana Ramirez who is the VP, Property Manager at Television City.

Let me know.

Oscar

From: Gathers Strategies
[mailto:dgather@gathersstrategies.com]
Sent: Wednesday, March 30, 2016 10:53 AM
To: Oscar Arslanian
<oscar@discoverhollywood.com>
Cc: Dan Halden <daniel.halden@lacity.org>

Subject: Re: Hollywood Econ Dev Thank You!

I think the 3 of us plus the BID should be present
-- 4 total

Sent from my iPhone

On Mar 30, 2016, at 10:48 AM, Oscar Arslanian
<oscar@discoverhollywood.com> wrote:

How many people will attend this meeting?
I don't have a large meeting space but
could handle 3 plus myself in my office if
the chairs get delayed.

Oscar Arslanian

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oscar@discoverhollywood.com

<http://www.discoverhollywood.com/>

From: Gathers Strategies
[<mailto:dgathers@gathersstrategies.com>]

Sent: Wednesday, March 30, 2016 6:33
AM

To: Dan Halden
<daniel.halden@lacity.org>

Cc: Oscar Arslanian
<oscar@discoverhollywood.com>

Subject: Re: Hollywood Econ Dev Thank You!

If chairs arrive in time I will host

<image001.jpg>

Sent from my iPhone

On Mar 29, 2016, at 12:27 PM, Dan Halden <daniel.halden@lacity.org> wrote:

I'll check with the BID... I would prefer to meet in Hollywood. Does this work for the TV Center?

 <https://s>

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On Fri, Mar 25, 2016 at 10:10

AM, Gathers Strategies
<dgathers@gathersstrategies.com>
wrote:

Where do you all wish to
meet?

Sent from my iPhone

On Mar 25, 2016, at 10:08
AM, Oscar Arslanian
<oscar@discoverhollywood.com>
wrote:

Monday at 11:00
works for me.

Oscar Arslanian

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From: Dan Halden
[<mailto:daniel.halden@lacity.org>]
Sent: Thursday,

March 24, 2016

6:29 PM

To: Dwayne

Gathers

<dgathers@gathersstrategies.com>

Cc: Oscar

Arslanian

<oscar@discoverhollywood.com>

Subject: Re:

Hollywood Econ

Dev Thank You!

1pm on Monday

4/11

or

anytime before

3pm on Friday

4/15

Let me know
what works for
you.

 <https://s>

Dan Halden

Hollywood Field

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On Wed, Mar 23,
2016 at 1:07 PM,
Dwayne Gathers
<dgathers@gathersstrategies.com>
wrote:

Dan: The
week of the
11th sounds
fine to me.
Please
suggest a few
options.

Thanks

Dwayne

From: Dan Halden
[mailto:daniel.halden@lacity.org]
Sent: Tuesday,
March 22, 2016
2:16 PM
To: Dwayne
Gathers
Cc: Oscar

Arslanian

Subject: Re:
Hollywood Econ
Dev Thank You!

Dwayne,

Good luck
settling in!
Why don't we
plan to meet
the week of
April 11th.
Let's include
Lisa from the
Hollywood
Media District
BID; she and I
have been
discussing this
issue as well.

Thanks!

 <https://s>

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On Tue, Mar 15,
2016 at 1:52
PM, Dwayne
Gathers
<dgathers@gathersstrategies.com>
wrote:

Thanks Dan.

After I settle
into my new
space at
Television
Center at the
end of this
month, I'd like
to revisit the
subject of
developing a
shared parking
solution for the
SM Blvd
theaters and
engaging a
conversation
with the
owners of
Television
Center. That's

a project that we can move forward on and would be of value to that group of theaters.

Let me know how early April might be for you to meet.

AND – once I settle into my new place, I can actually host meetings at my office which will be closer to everyone in Hollywood—and there's plenty of parking across the street!

Regards,

Dwayne

From: Dan Halden
[mailto:daniel.halden@lacity.org]

Sent: Tuesday,
March 15, 2016
1:28 PM
To: Dwayne
Gathers; Oscar
Arslanian
Subject: Re:
Hollywood Econ
Dev Thank You!

Dwayne and
Oscar:

Thank you for
arranging the
excellent
discussion!

 <https://s>

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On Tue, Mar 15,
2016 at 12:44
PM, Dwayne
Gathers
<dgathers@gathersstrategies.com>
wrote:

Dear
Hollywood
Econ Dev
Team:

Thank you to
Oscar for
arranging
some great
participants at
this morning's
discussion re
the economic
importance of
arts and
culture to the
Hollywood
economy.
Clearly, there
is interest –
and great
passion – for
this subject.
Over the
course of last
year,
committee
attendance
ranged from 14
to 30
attendees (I

believe that was Open Space), with an average attendance for all meetings at 20. This morning, we had **40** who actually signed in and I know there were a few stragglers (like Joe Mariani and Dan Halden, not to name anyone) who did not sign in.

THANK YOU all for an engaging conversation and we will look forward to sharing notes and a few follow up action items to review and move forward on.

And THANK YOU to Matt, Joe, Jack, Stephen and

Nyla for their
expert
observations
and
overviews.
Very well done,
indeed!

And
CONGRATS to
the Jeff Loeb
and the team
at Nederlander
and the
Pantages for
its 85 years in
Hollywood!!!

Cheers,

Dwayne and
Tim

Dwayne A.
Gathers

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